



# Obscure?

# Be Sure!



## ..use Twin-Lens argoFLEX<sup>®</sup>

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Now! Improve your better-picture score with Twin-Lens Argoflex. Forget about fuzzy pictures. Shoot 'em sharp... Shoot 'em centered... Shoot 'em level. Because—

**Argoflex shows you the picture  
before you take it**

Simply aim Argoflex at your subject. Turn focusing lens till viewing screen shows a razor-sharp image, then—click! That's the Argoflex way—nothing left to chance. For, when you see it in the viewer, you know you have it in your finished picture, *just the way you want it*. Easy? Try it yourself. See Argoflex at your favorite dealer's today to get better pictures!

**ARGUS INCORPORATED • ANN ARBOR, MICH.**



**BEAUTY ON THE BIAS?** Not when you use Argoflex, because Argoflex method always shows your picture straight and level *before* you take it.



**YOU CAN'T DECAPITATE A PONY** when you use Argoflex, because Argoflex shows you *all* the picture *before* you click the shutter.

**MAKERS OF AMERICA'S FIRST TWIN-LENS CAMERA**  
November, 1947